

Employee-Consumer Segmentation in Benefits Today

Employers frequently ask, “How can we get our employees to better understand the great benefits we offer, and to enroll in and engage with the programs that can really help them?”

The answer:

- Move beyond one-size-fits-all, education-only communications
- Deliver personalized communications that educate and motivate
- Metaphor: “Transmit on the Frequency They’re Listening For”
- Adage: “It’s not what you say, it’s how you say it”

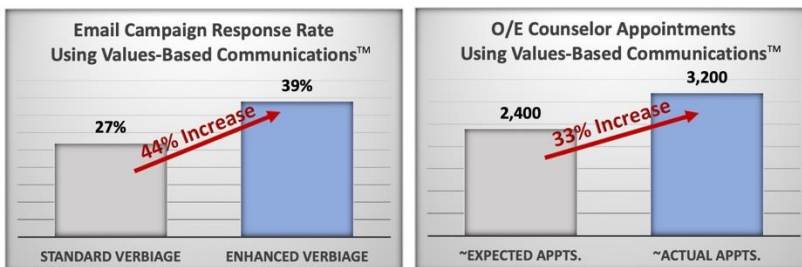
The methodology:

- Categorize employees based on their values, beliefs, priorities, and preferences
 - **Self Achievers:** “Puts you in charge”
 - **Balance Seekers:** “This is a good choice”
 - **Priority Jugglers:** “People are counting on you”
 - **Direction Takers:** “The experts agree”
 - **Willful Endurers:** “Living for today”
- Recast the communications so that each type receives your education – your offer – your request – framed in such a way that they get “what’s in it for them”
- We create the 5 different message versions and handle distribution via email & text

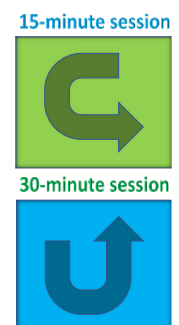


Conceptual framework: If you know that one employee wants to be in charge of their health, and is goal-oriented, and that another will typically only go to the doctor as a last resort, and yet another tends to put their family’s needs ahead of their own health, you can frame your message so that each type **feels** how your programs will help them get what they want.

Simple Concept | Dramatic Results



Want a deeper dive?
 Schedule an engagement exploration call with us.
 It's on the house.



Values-Based Communications™ consistently and predictably increases the **“Want-To Factor.”** Employees “get” that their choice **makes sense** and **feels right**.